

Toolkit Contents

“The Power of One”, a statewide initiative, asserts that the power of one person, one community, one dollar, one action, etc. during April will help to protect children from abuse and neglect throughout Michigan. Because the safety and well-being of our children is a concern felt by all, the contents of the CAP Month Toolkit are intended to serve as a resource to help meet those concerns. The information provided in this toolkit contains copy-ready materials.

How to Use the Toolkit...

Use the content of the toolkit any way you like to make your observance of Child Abuse Prevention Month 2013 count. You have permission to copy or reprint anything in the toolkit. Feel free to customize the materials and to add the name of your group or your local program information. There are samples of a press release, public service announcements and a proclamation for you to use.

The Folder Includes:

- *Folder – CTF CAP Month Campaign*
 - ◆ Cover Letter from CTF Executive Director
 - ◆ The Power of One – Statewide Initiative
 - ◆ Pinwheels for Prevention – National Campaign and Ideas for a Successful Pinwheel Garden Event
 - ◆ Faith Based Campaign
 - ◆ Turn the Light on Prevention Campaign
 - ◆ Effective Prevention Strategies
 - ◆ Partners in Prevention – State & National
 - ◆ Child Abuse Statistics – State & National
 - ◆ CPS Trends Report FY 2009
 - ◆ Child Abuse Statistics – Local
 - ◆ Promotional Products Order Form
 - ◆ Fundraising Pinup (2 Per Page)
 - ◆ Fundraising Pinup (4 Per Page)
 - ◆ Pinwheel Coloring Sheet
 - ◆ Pinwheel Sales Flyer
 - ◆ CAP Month Poster
 - ◆ CAP Month Brochure
 - ◆ Prevention Awareness Day Brochure
 - ◆ Calendar of Events – April 2013
 - ◆ Facebook and Twitter CAP Month Messaging
 - ◆ Fundraising Ideas During CAP Month
 - ◆ Helpful Hints for Making CAP Month a Success
 - ◆ School Messaging for CAP Month
- *Folder – Media and Marketing*
 - ◆ Governor's Proclamation (Forthcoming)